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PRESS INFORMATION

- for immediate release -

EPIA Appoints New Chief Executive

Appointment of Dr. Murray Cameron ushers in new era at the European Photovoltaic Industry Association

Brussels, 1st March 2000. The European Photovoltaic Industry Association (EPIA) has appointed Dr. Murray Cameron as its new Chief Executive. This move marks the end of the interim phase following the death of EPIA's first Secretary-General John Bonda almost 12 months ago, since when the day-to-day business of the Association has been handled by Bernard McNelis. EPIA and its new Chief Executive are using the occasion of this appointment to map out a detailed business plan for the next three years.

The goal of the 37 year old British national, who holds a PhD in physics, is to continue to expand the reputation and influence that EPIA has built up over the past 15 years at national, European and global levels. The new Chief Executive will also ensure that EPIA plays an influential role in all energy-related political decisions. Referring to his vision for EPIA, Dr. Cameron says he will "strive to strengthen the

position of the photovoltaic industry and establish it as a major force to be reckoned with throughout the energy sector". Paying tribute to EPIA's first Secretary-General, Dr. Cameron referred to John Bonda as a "a first-class ambassador for EPIA and the entire global renewable energy community" whose work he would build upon and extend.

The newly appointed Chief Executive joins EPIA from a position in which he was head of international clean energy projects within a commercial environment. He brings with him comprehensive knowledge of the whole spectrum of renewables. In this previous capacity, Dr. Cameron frequently worked closely with EPIA and so is already familiar with the structure and organisation of the Association.

Dr. Cameron, who has lived and worked in Munich for the past 12 years, has established extensive contacts to energy organisations world-wide, including throughout Europe, Asia and Africa. In addition, he has interacted closely with the European Commission and the European Parliament, and has worked together with the World Bank, as well as commercial financial institutions across Europe. This experience will benefit EPIA and its diverse membership. Dr. Cameron, together with the EPIA Board of Directors, will launch wide-ranging initiatives over the next few years to further the Association's goal to establish photovoltaics as a key force in the energy sector, while simultaneously providing clear added-value for EPIA members.

"Through the appointment of Dr. Cameron as EPIA Chief Executive the Board clearly expresses its will to further develop and strengthen the Association and, very importantly, to make sure that the opportunities offered to photovoltaics in a liberalising European energy market are accessible by the entire EPIA membership, whether they be large multinationals or small and medium sized enterprises (SMEs)", says EPIA's Chairman Dr. Tapio Alvesalo. EPIA is posed to play an important and central role in the evolution of energy markets both Europe-wide and globally.

The next major event for the Association will take place during 1-5 May 2000 in Glasgow, Scotland, when photovoltaic experts from throughout the world will gather for the 16th European Photovoltaic Solar Energy Conference and industrial exhibition. All of EPIA's 45 member companies will be represented in Glasgow. The Association will maintain a high profile at this event which will be attended by over 1,500 conference delegates and a large general audience which will have free access to the extensive exhibition. EPIA will hold its Annual General Meeting on this occasion when the Business Plan and Strategy, which will form a framework for the Association's activities over the coming three years, will be discussed.

